



Medicare Retention Solution

A Smarter Way to Keep Members Engaged All Year Long

75% of today's seniors are online, do their research, and like to shop around especially when they're in search of additional value. But many plans struggle to understand the drivers of dissatisfaction and then execute on a year-round basis. Not our clients.

Welltok gives you a proactive and innovative approach to retention from day one, nailing the key touchpoints that drive stickiness and member loyalty. This means getting ahead of potential disenrollment risk, delivering a better welcome experience, and improving the annual plan change process - while driving more actions that lead to total wellbeing.



WELCOME AND ONBOARDING

Engage with your consumers from the beginning and provide the entry experience they expect



DISENROLLMENT PREVENTION

Know in advance who may disenroll and reach out ahead of time to prevent it



SMART ANOC & OEP COMMUNICATIONS

Target and segment your ANOC and OEP communications based on the impact to each member



TOTAL WELLBEING RESOURCES

Provide relevant digital resources and programs that promote total wellbeing

Value You Can Count On

- ✓ Predict with up to 90% accuracy which members need which programs, including likelihood to disenroll or re-enroll
- ✓ Provide custom branded experiences from day one to increase plan recognition and satisfaction
- ✓ Provide access to best-in-class content and programs designed to increase satisfaction and drive health actions
- ✓ Reduce outreach cost and improve targeting effectiveness during key ANOC and OEP times
- ✓ Integrate rewards, promotions and communications
- ✓ Connect your members with relevant and personalized content from our Connect Partner Ecosystem (50+ pre-integrated programs each with demonstrable member satisfaction and wellness benefits)



Put us to work for you

We Have Delivered Game-Changing Results

30%

Reduction
in Member
Disenrollment

78%

Reach rate
for targeted
members

97M

Increase in
revenue with
premium
retention

1.5pt

Star Rating
improvement in
disenrollment
measures

Proven Experience

100M+ members engaged since 2006 | **1000+** Medicare programs implemented
2B+ consumer communication touches

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